



State of Utah

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Department of Administrative Services

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Division Director

October 21, 2005

***** ADDENDUM *** ADDENDUM *** ADDENDUM *** ADDENDUM*****

SOLICITATION: RM6009

DUE DATE: 11/09/05

TIME: 3:00 P.M.

DESCRIPTION: Contract for a Comparative Image and Awareness Study.

ADDENDUM #1

Please note:

1. Attached are answers to questions received on this RFP
2. **Due date has been extended until November 09, 2005 at 3:00 P.M.**

*****END OF ADDENDUM*****

To acknowledge receipt of addendum, include a copy of this addendum with the proposal submittal or give written acknowledgment with the proposal. It shall be the responsibility of the respondent to appropriately disseminate this information to all concerned prior to the assigned due date and time.

Name

Signature

Company

Date

1. Is there any preference as to the method for conducting the survey (e.g. phone vs. on-line)? **Our main concern is to get a representative sample. If you prefer one method over another, make your case for the method you'd like to use and we will factor that in to our decision.**

2. What is the sample size that is being sought (there is no stated budget, so it makes it hard to know how large a sample to propose and will make it hard for you to evaluate unlike proposals) and/or what is the available budget? **The budget range for the project is \$50,000 to \$75,000. Our hope is to be able to get a sufficient sample size within that price range to have accurate information. If you have to combine regions (especially those outside of the Pacific and Mountain regions) to get a sufficient sample size within this price range, that is acceptable. We simply ask that you explain this in the proposal.**

3. Is it possible to get a copy of the ad effectiveness study that was done in 2003? **Click on this link to read a summary of the study:**
http://travel.utah.gov/research_and_planning/documents/FY03UtahAdEffPr es-shortversion_000.pdf

4. Who are the qualified respondents for this study? **Using your expertise from having done similar studies in the past and based on the scope of the study, tell us who you think should be qualified respondents.**

5. Should the cost proposal be submitted separately from the rest of the proposal? **It's fine for the cost proposal page to be submitted with the rest of your proposal.**

6. What is the budget range for this project? **\$50,000 to \$75,000**

7. Is the pricing to remain firm for up to five years? **The pricing is firm for the first year. If the parties agree to extend the contract beyond the first year, the parties must agree to any price adjustments. Typically, these adjustments would be based on the consumer price index to take inflation into account.**

8. What are the key travel motivators for Utah as a tourist destination?
Your RFP mentioned several target audiences. Is the focus of this research domestic leisure travel only? Yes, the focus is domestic leisure travel only.
If so, is it domestic total leisure, total overnight leisure, or paid accommodation overnight leisure or another definition? Total overnight leisure is the focus.

9. What are the differences in feelings and attitudes about Utah as a tourist destination in the various regions of the U.S.? Regions to be studied should include the Pacific, Mountain, West North Central, West South Central, East North Central, East South Central, New England, Middle Atlantic, and South Atlantic regions of the U.S. as defined by the U.S. Census Bureau.
Approximately 90% of total travel to Utah comes from the Pacific and Mountain regions. Finding a readable sample of Utah visitors from each of the 7 other regions may be very costly. Are you willing to consider combinations amongst the other regions? Yes, we would consider combinations amongst the other regions to keep the costs within the stated price range of \$50,000 to \$75,000.
10. Are there ethnic, cultural and demographic,/psychographic/lifestyle differences regarding Utah as a tourist destination?
Would a quota sample by ethnicity of 300 across all regions be acceptable? Yes, if that is the most feasible way to answer the question within the stated price range, assuming that this will yield reliable and valid data.
11. What is Utah's image as a tourist destination compared to competing states in the West, including Colorado, Arizona, California, New Mexico, and Nevada? This would include Utah's image strengths and weaknesses.
Is this also to be measured in each region? Yes, or a combination of regions if that is necessary to keep costs within the price range stated previously.
12. How does Utah's image among those who have never visited the state compare to Utah's image among those who have visited in the last two years?
Is this also to be measured in each region? Yes, we'd prefer to have this measured in each region. If it is necessary to combine some regions to get a sufficient sample while staying in the stated price range, that is acceptable. If you feel it is necessary to combine regions, please explain that in the proposal.
13. In the various regions of the United States, where do potential visitors fall on this hierarchy (or something similar):
Is a potential visitor a person who has taken a leisure/overnight leisure/paid overnight leisure trip in the past year or 2 years or intends to take one in the next 12 months? Would Utah consider this be an appropriate definition of potential visitor? We would consider either definition, and would appreciate your expertise in recommending the most appropriate definition.
- Awareness of Utah as a tourist destination
 - Interest in visiting Utah as a tourist destination
 - Evaluation of Utah as a tourist destination compared to competitive destinations

Behavioral intention to visit Utah in the near future

14. Where do potential visitors fall on the hierarchy listed in #6 above (or a similar method of analysis), when considering Utah as a destination for each of the following activities:

- Entertainment
- Shopping
- Dining
- Skiing
- National or state parks
- Golf
- Hiking/biking
- Other adventure sports
- Historic Sites
- Sightseeing
- Nature (This is quite a broad concept.) **Think of “Nature” in terms of birding and wildlife watching.**
- Museum/Art Exhibits
- Festivals
- Watch Sports
- Cultural Events
- Genealogy

15. What deliverables are expected as part of the study? Does the Utah Office of Tourism expect to receive data sets, tabulated reports, summary reports, full reports, or some other deliverables? **We would like to receive detailed data sets, summary reports, and full reports. It would be helpful to have electronic and hard copy versions of the summary and full reports.**

16. Can you provide more information about the behavioral model that is referenced in the RFP Evaluation Sheet? **We are looking for more information on the behavioral model. If we locate it and can make it available to you, we will. That exact model doesn't have to be used, but we want to know where Utah stands in people's minds – are they close to choosing Utah as a place to visit or are they only aware of it but don't seriously consider it, etc. It's fine to use a different model or mode of measurement; we just ask that you clearly explain what you want to do in the proposal.**

17. When does the Utah Office of Tourism expect to award the contract? **There is a committee that will be scoring the proposals. How fast that will occur depends on the number of proposals received and the schedules of committee members. The Office hopes to award the contract within two weeks after proposals are received.**

18. What sample sizes should we assume? The detailed scope of work indicates that results should be determined by region (US Census) and for recent

visitors to Utah vs. non-visitors. Is there a minimum sample size that the Utah Office of Tourism is willing to accept for each of these dimensions? **We are relying on your expertise to propose the best possible way to conduct the study within the \$50,000 to \$75,000 price range. If you need to combine Census regions to ensure a sufficient sample size in order to provide accurate and helpful results, that is acceptable. Please clarify this in the proposal.**

19. The Background Section to the RFP lists the types of research conducted previously by the office, including "surveys have been mailed-out, administered over the internet, or administered in-person". Should we interpret this statement to mean that the office does not have experience with telephone data collection or prefers not to use this method? **We are aware that telephone data collection is a legitimate way to collect the data. Our previous research providers simply haven't used that method in the last few years. We don't have a pre-conceived bias against telephone data collection.**